

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Release of Advertisement to publish in “Housecalls” a bimonthly general interest magazine – Sept - Oct 2008 issue, through M/s. Livewires Advertising Private Limited – Publication Charges –Sanctioned - Orders – Issued

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.1002

Dated: 13-10-2008  
Read the following:

- 1 Govt Lr. No.29041/PMU/PRO/2007, YAT&C (PMU) Department. dt. 08-08-2007
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No.2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 Release Order No.113/Display-PP/Advt.I-2/2007-08, I&PR Department, dt.13.8.2007
- 6 Invoice No. Advt-324, M/s. Livewires Advertising Pvt. Ltd., Hyderabad, dt. 30.09.2008

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**ORDER:**

To promote Tourism destinations of Andhra Pradesh State, the Tourism and Culture Department has been releasing advertisements to publish in various Tourism and Business Magazines on regular basis, as a part of promotional initiatives. As a follow up of these initiatives, this Department has released on advertisement to publish in “Housecalls” a bimonthly general interest magazine, through M/s. Livewires Advertising Pvt. Ltd., which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement in Sep - Oct 2008 issue, the advertising agency has submitted a bill amounting to Rs.80,000/- for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction an amount of Rs.80,000/- (Rupees Eighty Thousand only) towards service charges of publication of the advertisement in “Housecalls” a bimonthly general interest magazine.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan - SH (10) – Promotion of Tourism in Districts - 500 – Other Charges – 503 – Other Expenses”.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s. Livewires Advertising Pvt. Ltd., Hyderabad, after deducting the Tax, payable to the Income Tax Department.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**D. LAKSHMI PARTHASARATHY  
PRL. SECRETARY TO GOVERNMENT**

To  
The Media Executive, M/s. Livewires Advertising Pvt. Ltd., Hyderabad  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.  
SF/SCs

//Forwarded :: By Order//

**SECTION OFFICER**